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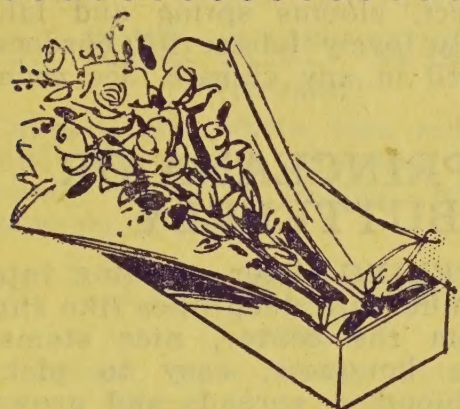
# Pawla's Violet Farm

"WHERE THE GIANT VIOLETS GROW"

BOX 477

ROUTE 2

SANTA CRUZ, CALIFORNIA



## The New Royal Elk ... GIANT

A Monarch in a Royal Purple Robe

A MONARCH IN A PURPLE ROBE. Blossoms grow to 2 inches across with heavy velvet petals, the stems, 9 to 12 inches, stand erect. Leaves up to 7 inches across, brilliant green all year. Sturdy, prolific, fragrant—keep well, full bloomer, resist frost and disease, long blooming season, multiply by sections or seed, thrive in any good soil, sun or

shade. (Don't let them crowd.) Give plenty of water while blooming.

One plant will cover 1½ sq. ft. and a dozen will make a purple carpet, a glorious sight. The blossoms, leaves and roots are medicinal when made into a tea. Blood purifier, relieves tired eyes and reduces inflammation. Also good in a Salad.

One Giant Elk Plant ..... 50c  
\$4.00 per dozen; 3 for \$1.00

### 2. PRINCESS OF WALES IMPROVED

THIS VIOLET is in a class by itself, DIGNITY PERSONIFIED! It grows almost as large as the Elk. It is very, very fragrant, even the leaves are fragrant and a soft green. Exquisite lavender blossoms like a heavy silk. If you love violets, every desire is gratified in this one.



35c each ..... 3 for \$1.00

☆ ☆

### 3. WHITE SWANLEY DOUBLE

Here is a rare variety, very scarce, much loved.

A FULL FLUFFY BALL OF WHITE, a fragrant bed of pop corn in early spring. Stems about 6 in. Dainty pointed leaves, light green. Lovely in pots, porch boxes and borders, shady nooks or rock garden. 35c each, \$4.00 dozen.

50¢

### 4. DE PARME - DOUBLE The Perfume Violet

Light lavender with light center, very full. This violet is raised by the tons for perfume. It is the choice violet for corsages. Its lasting perfume and endurance and long season make it most popular.

Stems 6 inches, plants multiply rapidly, likes shade, 25c each, 3 for \$1.00, \$2.80 dozen.

☆ ☆

### 5. MARIE LOUISE DOUBLE

MAUVE, with light center and a tiny orange dot, petals full, VERY fragrant, long lasting, resembles De Parme only darker. This has been a favorite for centuries in all countries. Blossoms are delicious when candied and the syrup is used for cakes and ice cream. 25c each, 3 for \$1.00, \$2.00 dozen. 50¢



**6. DOUBLE RUSSIAN**

DEEP VIOLET, very full and round, nice stems, fragrant, likes semi shade, grows well in pots, habits like Marie Louise. 25c each. 6 for \$1.00.

**7. LADY LLOYD  
GEORGE - Semi Double**

The loveliest of all violets (and next to impossible to get). The most adorable, exquisite perfume, beautiful shade blended mauve and lavender. Large full petals flare out in full growth, measure 2 inches across with a double center. Just like a Marie Louise, tucked in the center, as fragrant as the best violet. Grows very large. Leaves 5 inches, stems 9 inches. The most beautiful in our gardens. \$1.00 each. 6 for \$5.00.

**8. ROSINA - ROSE RED**

DELIGHTFULLY FRAGRANT—almost ever blooming, willing and easy to grow, hundreds of blossoms, a real delight! For His lapel, pots, baskets, borders. 6 in. stems, pretty new green leaves. 25c each, 4 for 75c, \$1.80 dozen.

**9. LOVELY BIRD'S FOOT**

ELERT SAUSSIE!—This comes in shades from light lavender to deep purple. They have bloomed steady from April 'til December. The leaves are cut in tiny sections resembling a bird's foot. Very attractive and quite different, they grow under trees and in pastures and are a lovely sight. Small plants 25c, large 35c each.

**10. BIRD'S FOOT OR  
BUNNIE VIOLET  
Two-Tone**

ALL PERSONALITY! —Seems to radiate joy and happiness, looks like a little Easter bunny sitting up with long ears. The two upper petals, velvety deep purple, stand erect, they are long and pointed and three light lavender petals are round with deep pencilings. Looks like it was ready to hop right out of bed. 50c each.

**11. NEW RED VIOLET  
AMERICAN BEAUTY**

The largest of the red varieties and a real red, velvety petals, long stems stand erect, blooms spring and fall, abundantly lovely foliage for borders, grows well in any climate. 35c each, 4 for \$1.

**12. PRINCEANA OR  
BUTTERFLY**

GLISTENING silver, shading into a cadet blue with deep lines like sun rays from the center, nice stems, attractive bouquets, easy to pick, profuse bloomer, spreads and grows any old place, tuberous like. 25c each, 5 for 75c, \$1.50 dozen.

**13. CZAR - PURE WHITE**

Single, long petals dainty and very early, fragrant, 5 to 6 inch stems. 25c each, \$1.50 per dozen, 4 for 75c.

**14. SNOW QUEEN - White  
(palustris)**

Pure white, short spir tinted lilac, fragrant, profuse blooming, glossy round leaves, grows well in sun or shade. 25c each, 4 for 75c, \$1.80 a dozen.

**15. THE VICTORY  
Exquisite New  
VIOLET**

MAMMOTH PANSY LIKE, deep purple velvet, round full petals, fragrant blossoms up to 2 inches, strong, long stems, very large plants. Plant 2 feet apart \$1.00 each, 6 for \$5.00.

**16. AVALON - PURPLE**

Reddish purple commercial violet, prolific long stems, not fragrant, grows anywhere without care. Nice foliage too. 25c each, 6 for 75c, \$1.50 per dozen.

**17. LE LILAS**

Dainty heliotrope, or lilac, white center, early profuse bloomer. Lovely foliage. Fragrant. Blooms 9 mos. Good 6 inch stems. 25c each, \$1.50 per dozen, 6 for \$1.00.



## 18. YELLOW WILD

(California)

Very happy little violet, dainty, likes the shade; grows in clusters close to the ground. Round leaves, blooms 6 months. 25c each.

## 19. RED AND WHITE

(Oregon)

Three petals white, two red; grows tall; blooms in clusters on long stems, 6 to 9 inches. Blooms 9 months. 25c each.

## 20. THE BLUE BIRD

(Cuspidata)

Radiant, pure lovely blue, stands erect. Stems 6 to 8 inches, broad leaves, soft green, pretty in the garden and the boquet. Remains green all year. Grows from seed or section. In sun or shade. 25c, 6 for \$1.00.

## 21. TRUE ALPINE From MEDERA

Small rich purple, lots of blossoms all summer; grows low, dark green leaves. Fragrant. Dainty. 25c each, 6 for \$1.00.

## 22. PRINCESS MARY

A beautiful semi double violet. Mauve or light violet with a cup center and a tiny double violet in the cup, smaller than Lady Lloyd George. It is fragrant. Has long runners and blooms twice a year. 50c each—3 for \$1.

## 23. MT. RANIER MULBERRY VIOLET ROSEA

(Sylvestris)

Mulberry, very fragrant, almost perpetual blooming, neat pretty in pots, and borders and any garden, medium size and different, so easy to grow. 25c, 6 for \$1.00.

## 24. SUN VIOLET

First thing in early spring, without any notice or leaves the ground is covered with a mass of tiny purple violets in about three weeks the leaves appear, they grow tall and beautiful, next comes the real blossoms. A very pretty purple, large flowers and stems 6 to 9 inches and they stand well above the leaves. Beautiful in a boquet. 35c 4 for \$1.00.

## 25. ENGLISH BLUE

Old fashioned single, grows without care. 25c 4 for 75c; fragrant.

## 26. QUAKER LADY

Fragrant soft blueish tinges on pink shaded to white center. Grows easy, takes care of itself. 35c 4 for \$1.00.

## 27. PRINCE OF WALES

Well known violet, fragrant, medium size. 25c, 5 for 75c.

## 28. CALIFORNIA

Mauve, fragrant, long stems, large leaves, nice violet. 25c, 5 for 75c.

## 29. FRY'S FRAGRANT

Deep purple, with little markings on lower petal, orange dot in center, roundish petals and a little cupped shape. 25c, 6 for \$1.00.

## 30. WHITE PALUSTRUS

Strong growing, clean, pure, early blooming, nice size, 4 to 6 inch stems. 25c, 6 for \$1.00.

## 31. RIVINIANA ALPINE

Cerise or redish, small low and dainty, lots of bloom all summer good in rock gardens, very showy. 35c, 3 for \$1.00.

## 32. AUSTRALIA RED

Neat little violet, deep rose red, small leaves and flowers lots of color in rock garden. 35c each, 3 for \$1.00.

## 33. FASHION OR SWEET

This is a favorite and well worth a space in every garden, takes care of itself, crawls, covers the ground and fills the air with perfume. Small flowers and short stems. 25c each. 4 for 75c, \$1.80 a dozen.

## 34. TALL YELLOW

(Pubescens)

Small flowers penciled with black, canary yellow, 25c each, delicate.

## 35. SWISS VIOLET - Blue

(papillacea)

Deep blue beautifully veined with light yellow eye surrounded by a margin of pure white, strong clean foliage. Each 25c.



## VIOLET CULTURE

I am the Royal Elk, I came from Paradise. I am going to make you very happy and you will be delighted with all my little family of Violets too.

First, please let me drink in a pan of water for two hours or more. Then at sun down tuck me in a fluffy bed of leaf mold, peat, or good soil.

Dig a hole deep enough for my longest roots and spread them out like a fan in the hole. Gently press the well pulverized soil in, leaving my crown even with the level of the earth.

If the soil is not damp, then put water in and use plenty of leaf mold on top to keep the ground from drying when you cultivate, it is worked in and does double duty. A hand full of bone meal is very good food too.

For best results, we large violets like our tops cut back to about 4 inches from the crown, it sends the vitality down to our roots and new little leaves will come up quickly.

Keep the ground damp and I will grow in either sun or shade. Most violets like half time shade or the northwest exposure. When first planted be sure that we are well shaded for several days if the sun is hot or if it is windy.

Give me plenty of room to grow and I do better if there are more of my kind around me. With company, I bloom abundantly and cover the ground with my lovely robe.

Keep the ground cultivated and free from pests. The more you pick the better I bloom. In the hot summer cover me with leaf mold (Oak) and let me rest

In September spade deeply around me, cut off all old leaves and water well. A little bone meal spaded in twice a year is a treat.

If you want lots of blooms, keep my runners picked off. If you want plants, cover the runners 'til they root, then plant them in new ground and leaf mold.

**VIOLETS CAN BE MOVED ANY TIME** and like it, if kept wet, leaves cut back and plants shaded.

Never plant us under pine, acacia or redwood trees.

Barn yard fertilizer makes our leaves grow, not flowers. If you let us get crowded we will be small.

## VIOLET ANSWERS

Violets grow in every climate.

Violets grow in deep pots.

Violets grow in part shade.

Violets like lots of leaf mould.

Violets like bone meal spaded in.

Violets like to be picked often.

Violets like water when blooming.

Violets like to rest 3 months and be covered with leaves.

Violets do not like to be crowded.

Violets do not like lots of runners.

Violets do not like strong fertilizers.

Violets do not like direct hot sun.

Violets do not like hard ground.

Violets do not like small shallow pots.

Violets do not like to be watered when resting, but keep ground soft and cultivated.

Sprinkle wood ashes around the ground; it is good for the plants and discourages bugs and snails.

Most violets will bloom the same season they are transplanted.

Distance to plant small ones. About 8 inches apart. Large ones, 12 to 18 inches.

Very seldom do violets mix.

**VIOLETS ARE HARDY.** All varieties listed grow with proper care in any climate. In extreme cold they must be covered. Use cold frame or straw mulch (also in extreme heat, they must be shaded and watered.

The double violets must be protected in winter.

There is nothing in the garden that gives you more pleasure, bloom, perfume and plants, year after year than the violet.

With a number of varieties you can have violets blooming all year.

**All our violets are field grown—strong green—and good roots.**

**First plant love in your heart—then your flowers and friends will grow and blossom together into a life worth 'while.**



# Pawla's Violet Farm

Box 477 — Rt. 2  
Santa Cruz

Name	Number Plants	Price
1. Royal Elk Giant .....		\$ .....
2. Princess of Wales .....		.....
3. Swanley (white double).....		.....
4. De Parme (double).....		.....
5. Marie Louise (double).....		.....
6. Double Russian .....		.....
7. Lady Lloyd George .....		.....
8. Rosina (pink).....		.....
9. Bird's Foot .....		.....
10. Bird's Foot Two-Tone .....		.....
11. Red American Beauty.....		.....
12. Princeana or Butterfly.....		.....
13. Czar (white) .....		.....
14. Snow Queen (white).....		.....
15. 1944 Victory Violet.....		.....
16. Avalon (purple) .....		.....
17. Le Lilas.....		.....
18. Wild Yellow Violet (California).....		.....
19. Wild Red and White (Oregon).....		.....
20. Blue Bird.....		.....
21. Alpine from Medera .....		.....
22. Princess Mary (semi-double).....		.....
23. Rosea Pastel Pink.....		.....
24. Sun Violet .....		.....
25. English Purple .....		.....
26. Quaker Lady.....		.....
27. Prince of Wales.....		.....
28. California Rubber Stem.....		.....
29. Fry's Fragrant.....		.....
30. White Palustrus.....		.....
31. Riviniana Alpine.....		.....
32. Australian Red.....		.....
33. Fashion Sweet Violet .....		.....
34. Tall Yellow (pubescens).....		.....
35. Swiss Violet .....		.....
36. Double Hyacinths, Pink long stems, \$4 a doz. 50c each		.....
		\$ .....

See page 6 for Shipping and Postage



## DIRECTIONS FOR ORDERING

Price of violets ordered is.....\$.....

Shipping charge in United States, 20c on every dollar.....\$.....  
(THIS INCLUDES POSTAGE)

California, 10c on every dollar.....\$.....

Add 10c if to be insured.....\$.....

.....\$.....

Check—M.O.—Cash—amount enclosed to cover order is \$.....

PLEASE BE SURE to include the full amount to cover PACKING and MAILING so your order can go forward without delay or orders C.O.D. if desired.

PRINT

Name .....

Street .....

City .....State .....

Address PAWLA'S VIOLET FARM

Route 2, Box 477

Santa Cruz, California

## SHIPPING INFORMATION

WE ARE NOT RESPONSIBLE IN ANY WAY FOR YOUR RESULTS. We ship to Alaska, South America, the Islands and all the U. S. The violets are packed to keep two weeks or more in boxes, oil paper and moss. If the leaves are yellow cut them off and follow instructions.

*Please do not send stamps*

All plants are opened for State inspection, so we cannot guarantee that they will reach you in the same condition and packing in which we shipped them. We always ship the best we have.

If you do your part they will respond to the care you give them.

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Your orders will be shipped within 4 days unless you give desired date. Your card will be enclosed if you desire it for a gift.

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## VIOLETS

Edith W. Pawla

Once you start a bed of violets you have a thrill for there are around 80 varieties grow in Americas and over 300 varieties over the earth. With a few varieties you can have blooms all year. Some grow nicely in pots and never lose their foliage. There are violets that like sun, shade, rocks, sand and clay. They grow from Alaska to the tropics and from the high mountains to the desert.

There are so many intensely interesting shapes, sizes and colors—variations in leaves and blossoms. Leaves long, broad, lanced, pointed, fat, jagged, saw-edged and they grow and multiply in many ways, such as by joints, runners, divisions, seeds, roots, sections and even grow from a leaf.

Many people think a violet is just a small purple blossom, but there are blue, white, pink, yellow, lavender, cerise, orchid, silver, variegated and two tone violets with shaded petals—pointed, round, oval, cupped, flare, double, semi-double and chopped or fringed.

Violets can be eaten and used in so many ways—tea, candy, salad, greens, and in medicine the leaves, blossoms and roots are used. They have been mentioned as medicinal herbs in old books back in the 15th century.

A little spot in your garden given to violets pays big dividends, first it is fragrant, colorful with abundance of bloom and it takes care of itself. Once planted you have them for years without replacing. Yes, they will take care of themselves, but with little care on your part they respond at once.

Violets love lots of water when blooming and if the soil is kept loose and plants not crowded you will see

your labor is returned 100 fold with more blossoms and big stems.

Oak leaf mold is their natural food—it can't hurt them no matter how much you use as it helps to keep the roots cool and aerated. It is well to dig them up every two or three years, pull them apart and put back the nicest young plants in new soil, which has been spaded deeply—I would say two spades deep—it helps them to winter because the roots go deep. The leaf mold also makes a blanket to keep their crown warm in winter and cool in summer. Wood ashes sprinkled around is good to help keep bugs and snails away.

Violets are the expression of gentleness and love. They are properly used for Births, Graduations, Parties, Balls, Dinners, Weddings, Lovers, the bed of the sick, the desk of the writer, and the last tribute to the loved.

Many beautiful legends are written about the violet. They also rank third in commercial use. The Marie Louise and De Parme are the favorites for shipping, also for fragrance and endurance.

I have over fifty varieties of violets, many from the remote parts of the world, also natives of many states. There are eighty varieties of violets in the western hemisphere, many more abroad. Scope for a hobby or a most interesting garden.

**NOW WE WISH YOU HAPPY GARDENING** and thank you for inviting us into your garden and your heart. We will do our best to please you, just have a little patience at first because we are only babies when you receive us.

**DON'T WORRY** if the first blossoms are small, pull them off the second will be large, then in the fall little seed pods come up out of the ground.

After they get established or the second season you really will see what they can do.

In transplanting it is well to cut all the leaves back to three or four inches from the crown especially the large varieties, they recover much sooner.



## TELEGRAM FROM VIOLET

Lovely and Sweet  
 Violets, you can't beat  
 Nine months a year  
 Violets are here  
 Violet, purple, pink  
 Blue and white  
 Glorious beds of delight,  
 So generous of perfume—  
 Yes, they multiply soon;  
 Water, sun, earth, and air  
 Leaf mold—little care  
 Hundreds of blossoms bear.  
 Snowy mountain top  
 Shaded valley deep  
 Banquet, Crown, or Ball  
 Violet honors all  
 Mystic, legend, poet  
 Use Violet, you know it!  
 Lovers, births and wedding  
 Violets always heading  
 Violet leaves for salad and tea  
 Purify the blood of you and me  
 Violet candied blossoms  
 Are real delight  
 Make ice cream and cake  
 Look just right  
 It's God's great gift  
 From His treasure chest  
 The best I can say  
 Start a bed of Violets today  
 Ask little and give much  
 The New Giant

Royal Elk Violet

The Violet Supreme

## Packing Information

20c on a dollar for Packing and Mailing sounds like a lot, but, packers have to be experts, now 80c per hour, besides, oil paper, moss, tags, labels, boxes, digging, washing, mail, etc.

We always give you extra if we can.

Also the Violets are large. We hate to cut them back because we like you to see how big they are.

Life is successful only when it is a blessing to others.

## THESE VIOLETS COME From HAPPY GARDENS

Where clear waters flow and birds sing, well, it's just a little bit of Paradise along the river between Soquel and Capitola, four acres of fairy land with wooded trails, seats, arches, arbors, terrace gardens and Violets. Violets everywhere—ten thousand and more.

## VIOLETS FOR BORDERS AND ROCK GARDENS

Nos. 1-3-4-5-6-8-11-14-17-21-22-23-24  
29-31-33.

## VIOLETS FOR POTS, BASKETS AND PORCH BOXES

Nos. 1-2-3-4-5-6-7-8-9-10-11-14-15-17  
18-20-21-23-25-26-31-32-33.

## HOUSE PLANTS

Nos. 1-2-3-4-5-6-7-8-11-13-14-15-17-18  
21-22-23-29-31-32-33.

## FRAGRANT VIOLETS

Nos. 1-2-3-4-5-6-7-8-13-15-17-21-22-23  
25-33.

## Candied Violet Blossoms

Boil one cup of sugar and one-half cup of water until two threads float from spoon. Have one cup of double violets clean and dry, dip in the syrup and lay on oil paper to dry. Put a few drops of violet coloring in the syrup and use on ice cream, cakes, or in candy.

Violets are an everlasting gift. Give Violets for Easter, Valentines, Mothers day, Decoration day, May day, birth day and many other days.

I wish I had time to personally answer all the Violet Lovers wonderful letters, I appreciate them. They are jewels that brighten the way and inspire me to do more than my best, and I live in the "Now-of-Happiness" each day.

Please read the catalog twice, before writing. I think you will find the answer to any question bothering you.

A good book for beginners ( in most libraries) "The Violet Book" by A. and D. Allen-Brown.